

# EASTERN KENTUCKY UNIVERSITY



2005 - 2010

## CAMPUS ACTION PLAN

Kentucky's public agenda, *Five Questions – One Mission: Better Lives for Kentucky's People*, guides the work of the entire postsecondary and adult education system over the period 2005 - 2010. It identifies the major opportunities and challenges facing the Commonwealth and presents a set of policy directions for addressing them. Each institution in the system has an action plan for advancing this agenda in keeping with the goals of House Bill 1. This action plan for Eastern Kentucky University describes the university's purpose and role in the system, promulgates a set of priorities for action that responds to the five questions, and identifies the key indicators for monitoring progress over the planning period.

### HOUSE BILL 1 GOAL

Eastern Kentucky University shall have at least one nationally recognized program of distinction or one nationally recognized applied research program and shall work cooperatively with other postsecondary institutions to assure statewide access to baccalaureate and master's degrees of a quality at or above the national average.



## MISSION PARAMETERS

### *Program Characteristics*

- Strong liberal arts and sciences undergraduate core preparing students to live and work in a global society.
- Comprehensive array of baccalaureate, master's, and specialist programs.
- May offer programs beyond the master's degree to meet the requirements for teachers, educational leaders, and other certified personnel.
- May offer collaborative doctoral programs through the University of Kentucky and the University of Louisville to meet state needs.
- May provide sub-associate or associate degree programs to meet local community needs in consultation with KCTCS.
- Selected number of nationally recognized graduate programs including its Program of Distinction in justice and safety and areas of documented regional need.
- Emphasizes distinctive educational experiences geared to the specific needs and interests of students including service learning, international education, opportunities for discovery-based learning, and other special programs.

### *Student Characteristics*

- Moderately selective to selective admissions with a commitment to recruiting a diverse student body including dually enrolled high school students.
- Serves the needs of traditional, nontraditional, and transfer students seeking baccalaureate and advanced degrees.
- Recruits students nationally and internationally to increase intellectual capital and diversity.

## Research

- Engages in applied research and scholarly activities that support the primary function of instruction and supplement efforts to improve economic and community development, with an emphasis on survey research, program evaluation, technology, teacher and health care professional preparation, homeland security, entrepreneurship, and natural areas, using resources such as the Lilley Cornett Woods program.
- Achieves national distinction for applied research through its Program of Distinction in justice and safety and homeland security, and in targeted areas of opportunity.

## Stewardship of Place

- Serves as a provider or coordinator of education services to meet the economic and community needs of its designated area of geographic responsibility.
- Collaborates with entrepreneurs, business leaders, local and state officials, and citizens to identify and respond to regional needs for research, commercialization, the workforce, justice and safety, and homeland security.
- Works directly with schools and educational agencies to improve teacher quality and student performance in its designated area of geographic responsibility.

# PRIORITIES FOR ACTION

## Question 1: Are more Kentuckians ready for postsecondary education?

*To support the preparation of high school graduates and working-age adults for postsecondary education and to strengthen the preparation and development of P-12 and adult educators, Eastern Kentucky University will:*



Support the preparation of high school graduates and working-age adults for postsecondary education and strengthen the preparation and development of P-12 and adult educators through several strategies, such as increasing College of Education and student teaching entrance requirements, working with the Education Professional Standards Board to align curriculum at all levels using Title II funds, rewriting all foundation courses to better assist students in making career choices, and revising school field experiences to include earlier and more diverse opportunities.

Enhance accessibility of student and teacher preparation by adding cohort-based graduate programs (M.A.T.) in the College of Education in the areas of elementary, middle, and secondary education (for example, adding a cohort in curriculum and instruction at the Corbin and Danville extended campuses).

Expand participation in various pre-college programs, such as Upward Bound, Educational Talent Search, and the Kentucky Department of Education Student Technology Leadership Program (STLP).

Increase collaboration between arts and sciences and education faculty in educator preparation and professional development through several strategies, such as enhancing the Professional Education Fellows program that places faculty in schools; conducting regular meetings between the college deans; and submitting grants to fund the placement of arts and sciences graduate assistants in middle schools.

Improve quality and access of teacher professional development through various strategies, such as increasing alternative delivery and scheduling of programs; enhancing the implementation and content of institutes focused on high-interest/needs issues; and offering conferences in areas of diversity and other relevant subjects.

Reach out to the K-12 and the adult education communities to align curricula and streamline movement into postsecondary education by offering dual credit programs and implementing other strategies such as high school assessment development, statewide ADP project, and the CPE statewide placement policy.



## Question 2: Is Kentucky postsecondary education affordable for its citizens?

*To keep college affordable, Eastern Kentucky University will:*

- Increase base funding for need-based financial aid.
- Build endowment funding and annual scholarship funds through private giving to increase support for student scholarships.
- Increase efforts to strengthen communication with current and prospective students about financial aid opportunities, such as enhanced direct mail follow-up and financial aid workshops with prospective students in counties served.
- Implement campus-level assessments of student access and affordability through matriculation and persistence surveys.

## Question 3: Do more Kentuckians have certificates and degrees?

*To enroll more students, produce more graduates, keep graduates in Kentucky, attract highly educated adults to the state, and encourage workers to retool and retrain over their lifetimes, Eastern Kentucky University will:*

- Expand and enhance access to full degree programs, courses, and other credit and noncredit learning opportunities during weekends and evenings, at extended campuses, and through distance learning technologies, including KYVU.
- Implement a comprehensive and systematic enrollment planning process to achieve CPE's guidelines and targets for certificates and degrees awarded.
- Develop a system that nurtures a transitional relationship to include articulation agreements, AP, and dual enrollment/credit between EKV and high schools and community colleges.



Explore the addition of new graduate and advanced degree programs in such areas as educational leadership and justice and safety that will benefit the Commonwealth and serve the demonstrated high needs in underrepresented fields necessary to support regional stewardship, economic development, and advancement of the goals of House Bill 1.

Increase and enhance educational opportunities to address all underserved populations, such as traditional and nontraditional students in the service region, first-generation college students, minority students within and beyond the service region, and adult learners and traditional students who have barriers that limit their ability to come to the Richmond campus.

Improve advising and guidance activities to encourage degree and certificate completion. Interventions will include a more intrusive advising approach (an action-oriented model to identify, involve, and motivate students needing help or in a crisis) and an emphasis on retention.

#### **Question 4: Are college graduates prepared for life and work in Kentucky?**

*To improve the quality of student learning, Eastern Kentucky University will:*

Implement strategies to improve leadership and student involvement, such as the LINKED program (Leaders Involved In Influencing Knowledge, Education, and Development), a student involvement and leadership program for residential first-year students; the co-op program; internships; and leadership seminars.

Implement strategies to improve students' civic engagement and service learning opportunities, such as the American Democracy Project; learning communities for faculty to focus on integrating civic engagement in teaching, research, and service; and the American Jury Project.

Enhance the accessibility of professional degree/certification programs that prepare students in areas such as education, health, safety, and business in ECU's service area by offering more four-year degree programs at extended campus sites and assigning full-time faculty to those sites.





**Question 5: Are Kentucky’s people, communities, and economy benefiting?**

*To support economic and community development and address the specific needs and challenges of its service area, Eastern Kentucky University will:*

Increase external funding that supports regional stewardship and applied research, including collaborative efforts with educational institutions, businesses, communities, and government entities that contribute to economic and technology growth.

Increase the number of clients served through outreach activities that benefit community and economic development provided by the Center for Economic Development, Entrepreneurship and Technology, the Small Business Development Center, Continuing Education and Outreach and extended campuses, Justice and Safety Center, Training Resource Center, Center for Criminal Justice Education and Research, and other ECU centers and programs.



Expand the number of Regional Innovation Centers operated by ECU in partnership with the Department of Commercialization and Innovation in the Cabinet for Economic Development, subject to available funding.

Open a Richmond campus-based business development incubator in 2006 to support and grow new businesses, subject to available funding.

Increase external funding for public service and sponsored research through ECU’s Program of Distinction, the College of Justice and Safety, on a national level, in accordance with House Bill 1.

Improve marketing for available services related to economic and community development using strategies such as a direct mail campaign, presentations to business and professional groups as well as community members, and meetings with local and state government officials.

# KEY INDICATORS OF PROGRESS

## QUESTION 1

Are more Kentuckians ready for postsecondary education?

- Quality of teacher preparation programs

## QUESTION 2

Is Kentucky postsecondary education affordable for its citizens?

- Net cost of attendance as a percent of average family income

## QUESTION 3

Do more Kentuckians have certificates and degrees?

- Undergraduate enrollment
- Graduate enrollment
- Number of students transferring to the university from KCTCS
- Six-year graduation rate of baccalaureate students
- Number of degrees and other credentials awarded
- Number of degrees and other credentials awarded to racial-ethnic minorities

## QUESTION 4

Are college graduates prepared for life and work in Kentucky?

- Level of student engagement in the undergraduate learning experience
- Level of civic participation of students

## QUESTION 5

Are Kentucky's people, communities, and economy benefiting?

- Extramural research and development expenditures
- Number of formal agreements for educational, applied research, or support services to business, entrepreneurs, government, and community groups
- Level of faculty/staff community involvement as extensions of their university roles

# BENCHMARK INSTITUTIONS

Arkansas State University-Main Campus  
California State University-Chico  
Central Missouri State University  
Eastern Michigan University  
Indiana State University  
Kennesaw State University (GA)  
Minnesota State University-Mankato  
Northern Michigan University  
Sam Houston State University (TX)  
Sonoma State University (CA)

The University of Tennessee-Chattanooga  
University of Massachusetts-Boston  
University of Michigan-Flint  
University of North Carolina at Greensboro  
University of Northern Iowa  
University of Southern Indiana  
University of Wisconsin-Oshkosh  
Western Carolina University (NC)  
Wichita State University (KS)